



## Census Publicity through Census in Schools

U.S. Census Bureau, Washington, D.C.

National Statistical Offices cannot effectively undertake a census without the full cooperation and assistance of the public. An effective communications strategy, together with far-reaching publicity and information campaigns, plays an essential role in ensuring the success of a census. It is therefore recommended that a National Statistical Office plan for and implement a large-scale publicity strategy, which informs the population of the particulars and rationale of the census.

This workshop provides participants with detailed information on how to implement a Census in Schools program. Census in Schools is a high-impact census publicity campaign, providing educators with resources to teach the nation's students about the importance of the census so that children can help deliver this message to their families. The program engages a nation's youth to help ensure every child and every household member is counted in a census operation.

This workshop will consist of lectures, case studies, discussions, hands-on exercises, and drafting of plans and materials for a Census in Schools program.

### **Audience and Prerequisites**

This workshop is best suited for public relations, communication, sociology, or subject matter experts of a National Statistical Office. Participants should feel comfortable using Microsoft Word, Excel, and PowerPoint.

**Date:** May 23 - 27, 2016  
**Place:** U.S. Census Bureau Headquarters  
Suitland, Maryland (near Washington, D.C.)  
**Tuition:** US \$2,500

Apply early. The workshop will be limited to 15 participants. Those who complete the application requirements will be accepted on a first-come, first-served basis. For more information e-mail [pop.international.workshops@census.gov](mailto:pop.international.workshops@census.gov).